



Website worries

If you are worried about your website performance and your advertising budget is limited (or nil) you can still make it work if you think of it as a revenue generator rather than an online adornment.

So how do you start to improve its performance?

You've probably heard the phrase "begin with the end in mind" well, online, this is very true.

Consider your sales process as a funnel where interest comes in at the top and a diminishing percentage converts into sales at the bottom. What role is your website actually playing? What outcomes do you want from it (increased revenues, greater conversions, lower bounce rate, longer browsing time on site, etc)?

Until you decide its role and can measure the outcomes, then improving performance will be hard.

(Analytics is an essential stats package for every SME's website – and free).

What sort of user experience do visitors get? Delve into your web pages and explore just how easy or hard it is for visitors to navigate to the point where might they take the decision to buy.

What obstacles have you placed in the way? Irrelevant content and images, jargon or unnecessary forms! You'll convert a lot more sales when you stop losing people because you made life hard for them.

Keep Google happy and increase your chances of a higher natural ranking (than your direct competitors) by using keywords specific to what you do, and place these in the page tags (title, descriptive, meta) to help the search engine understand what it is you offer – your relevance score!

It's often a good idea for a friend to give an honest opinion of your website's meaning and ease of use. Are you trying to sell the shop rather than offering specific products or services they're actually interested in? People are often looking for just one thing so too much choice confuses and kills their interest.

Visitors want to get to where they want to be, effortlessly and with 100% success. You want that too!

Have you created blind alleys? Do you make them click more often than they really should (you'll lose 10% of your visitors with every unnecessary click) so enhance their experience whenever you ask them to do something. There's nothing worse than ploughing through a website that eventually takes you nowhere. Visitors will remember this as they log off your website, forever.

Think about which function keys are most important to visitors choices. Put these upfront on the first page prospects land on and are obvious from surrounding copy.



Offer something on page that will give them an immediate, valued, extra benefit for free. This might be case studies, testimonials or success stories that show you have experience in the problems they want sorting. They're not looking for infallible solutions just real answers. An investment in a small CMS system pays dividends here.

It can be a lonely place online, so tie in with other like-minded individuals to form partnerships or communities, create a blog page to create an online buzz. A good rant creates extra traffic.

And of course, my favourite, add a video. It shouldn't be Ben Hur. You can shoot 30 to 60 seconds with a hand held videocam say, of you speaking at a seminar or interviewing a client. People do watch these and it doesn't have to be funny or corporate, just natural.

These simple tips will enhance website performance at minimal cost.

If you really could do with improving your performance call me on ...**01925 262800**

or email gerryw@flyingveemgt.co.uk and let's share your website worries.